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AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 – 12.   (Canceled)

13.   (Withdrawn) In a system that includes a processor and a display device on which video program can be displayed, a method for displaying an electronic program guide in a predictive manner to a viewer by way of the display device, the method comprising the acts of:

retrieving an electronic program guide comprising a plurality of data slices representing a

plurality of programs,

predicting at least one program of the plurality of programs that a viewer is more likely to

watch at a particular time than others of the plurality of programs at the particular time;

based on the act of predicting, inserting at least one data slice representing the at least one

program into one or more display screens associated with the electronic program

guide; and

in response to input from the viewer selecting a particular one of the one or more display

screens, displaying the selected display screen, including the at least one data slice, to the viewer

using the display device.

14.   (Withdrawn) A method as recited in claim 13, wherein the retrieving act comprises retrieving the electronic program guide from at least one of a local data source and a remote data source.

15.   (Withdrawn) A method as recited in claim 13, wherein the predicting act comprises:

        (a)   retrieving stored demographic information associated with the viewer; and

        (b)   analyzing the stored demographic information to identify at least one type of program that a viewer is more likely to watch than other types of program; and

        (c)   based upon the identified type of program, analyzing the available programs to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

16.   (Withdrawn) A method as recited in claim 13, wherein the predicting act comprises:

(a)   retrieving stored data associated with viewing preferences of the viewer;

(b)   analyzing the stored data to identify at least one type of program that a viewer is more likely to watch than other types of program; and

(c)   based upon the identified type of program, analyzing the plurality of data slices to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

17.   (Withdrawn) A method as recited in claim 13, wherein the at least one data slice has a format different from substantially all other data slices inserted within the one or more display screens.

18.   (Withdrawn) A method as recited in claim 13, wherein at least one of the one or more display screens comprises an upper portion and a lower portion, the lower portion comprising one or more of the plurality of data slices.

19.   (Withdrawn) A method as recited in claim 18, wherein the inserting act comprises inserting the at least one data slice into the upper portion, the at least one data slice being a copy of one of the plurality of data slices incorporated in the lower portion.

20.   (Withdrawn) A method as recited in claim 19, wherein the at least one data slice is substantially continually maintained with the at least one program.

21.   (Withdrawn) A method as recited in claim 20, wherein each of the plurality of data slices comprises a numerical channel element, the plurality of data slices in the lower portion capable of being examined by the viewer in numerical order of the numerical channel elements as the at least one data slice in the upper portion remains unchanged.

22.   (Withdrawn) A method as recited in claim 20, wherein each of the plurality of data slices comprises a numerical channel element, the plurality of data slices in the lower portion capable of being examined by the viewer in numerical order of the numerical channel elements as the at least one data slice in the upper portion changes based upon the plurality of data slices viewable by the viewer.

23.   (Withdrawn) A computer product for implementing, in a system that includes a processor and a display device on which television programming can be displayed, a method of displaying an electronic program guide in a predictive manner to a viewer by way of a display device, the computer program product comprising:

a computer readable medium carrying computer-executable instructions for implementing the method, wherein the computer-executable instructions, when executed by the processor, cause the system to perform the acts of:

retrieving an electronic program guide comprising a plurality of data slices representing a plurality of programs,

predicting at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time;

based on predicting at least one program, inserting at least one data slice representing the at least one program into one or more display screens associated with the electronic program guide; and

in response to input from the viewer selecting a particular one of the one or more display screens, displaying the selected display screen, including the at least one data slice, to the viewer using the display device.

24 – 32. (Canceled)

33.   (Withdrawn) In a computer system having a graphical user interface including

a display device and an input device, a method of providing and selecting an

electronic program guide in a predictive manner to a viewer by way of the

display device, comprising the steps of:

(a)   retrieving an electronic program guide comprising a plurality of data slices

representing a plurality of programs;

(b)   displaying at least one of the plurality of data slices on the display device;

(c)   receiving an electronic program guide selection signal specifying that the

computer system is to predict at least one program of the plurality of programs that a

viewer is more likely to watch at a particular time than others of the plurality of programs

at the particular time;

(d)   in response to receiving the electronic program guide selection signal,

predicting the at least one program of the plurality of program s that the viewer is more

likely to watch; and

(e)   in response to predicting the at least one program of the plurality of

programs, displaying at least one data slice representing the at least one program to the

viewer using the display device.

34.   (Withdrawn) A method as recited in claim 33, wherein the displaying step comprises:

(f)   based on the step of predicting, inserting at least one data slice representing the at least one program into one or more display screens associated with the electronic program guide; and

(g)   in response to input from the viewer selecting a particular one of the one or more display screens, displaying the selected display screen, including the at least one data slice, to the viewer using the display device.

35 -- 50. (Canceled)

51.   (New) A method for display of electronic program guide information to a viewer while viewing a television program, wherein the electronic program guide information is organized in various slices each containing at least a channel identifier and a program element for a given time element, and wherein the viewer selectively determines how to expand the program guide information when initially presented to the viewer in browse mode so as to present additional program guide information, the method comprising steps for:

retrieving from an electronic program guide at least a first slice of program guide information;

displaying in a browse mode the retrieved slice in a window that is simultaneously presented for viewing with a displayed television program;

in response to a viewer-activated command that is initiated, adding one additional slice of program guide information to said browse mode window; and

the viewer selectively continuing to add another additional slice of program guide information to said browse mode window each time a viewer-activated command is initiated, until a pre-defined number of slices is reached.

52.   (New) A computer program product for implementing a method for display of electronic program guide information to a viewer while viewing a television program, wherein the electronic program guide information is organized in various slices each containing at least a channel identifier and a program element for a given time element, and wherein the viewer selectively determines how to expand the program guide information when initially presented to the viewer in browse mode so as to present additional program guide information, the computer program product comprising:

a computer-readable medium for storing computer-executable instructions for implementing said method; and

wherein said computer-executable instructions are comprised of computer-program code means for performing the following steps:

a step for retrieving from an electronic program guide at least a first slice of program guide information;

a step for displaying in browse mode the retrieved slice in a window that is simultaneously presented for viewing with a displayed television program;

in response to a viewer-activated command is initiated, a step for adding one additional slice of program guide information to said browse mode window; and

a step for selectively continuing to add another additional slice of program guide information to said browse mode window each time a viewer-activated command is initiated, until a pre-defined number of slices is reached.

53.   (New) A method as defined in claims 51 or 52, further comprising a step for selectively removing from the browse mode window a slice of program guide information in response to a viewer-activated command.

54.   (New) A method as defined in claims 51 or 52 wherein said electronic program guide is stored in one of a local data source and a remote data source.

55.   (New) A method as defined in claims 51 or 52 wherein said first data slice presents channel and program information for the television program being displayed to the viewer, and wherein said first data slice continues to be present in the browse mode window irrespective of other data slices added to the browse mode window as long as the television program being displayed remains unchanged.

56.   (New) A method as defined in claims 51 or 52 wherein the data slices are displayed in numerical order based on the channel identifier of each data slice added to the browse mode window for display.

57.   (New) A method as defined in claims 51 or 52 wherein a pre-defined maximum number of data slices that can be added to the browse mode window is defined by viewer-activated input.

58.   (New) A method as defined in claims 51 or 52 wherein at least one data slice added to the browse mode window in response to a viewer-activated command is selected by performing a step for predicting that the viewer is more likely to view the program identified by that data slice than others.

59.   (New) A method as recited in claims 58, wherein the step for predicting comprises the act of:

        retrieving stored demographic information associated with the viewer;

        analyzing the stored demographic information to identify at least one type of program that a viewer is more likely to watch than other types of program; and

        based upon the identified type of program, analyzing the available programs to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

Page 12 of 20

60.   (New) A method as recited in claim 58, wherein the step for predicting comprises the act of:

retrieving stored data associated with viewing preferences of the viewer;

analyzing the stored data to identify at least one type of program that a viewer is more likely to watch than other types of program; and

based upon the identified type of program, analyzing the plurality of data slices to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

61.   (New) A method for display of electronic program guide information to a viewer while viewing a television program, wherein the electronic program guide information is organized in various slices each containing at least a channel identifier and a program element for a given time element, and wherein the viewer selectively determines how to expand the program guide information when initially presented to the viewer in browse mode so as to present additional program guide information, the method comprising steps for:

retrieving from an electronic program guide at least first slice of program guide information;

displaying in browse mode the retrieved slice in a window that is simultaneously presented for viewing with a displayed television program;

in response to a viewer-activated command that is initiated, adding one or more time elements that are simultaneously viewable within said browse mode window in addition to the time element for said first slice of program guide information; and

selectively adding one additional slice of program guide information to said browse mode window each time a viewer-activated command is initiated, until a pre-defined number of slices is reached, and wherein

each slice of program guide information that is added for a particular time element so that the viewer is allowed to scroll the browse mode window on a time period-by-time period basis.

62.   (New) A computer program product for implementing a method for display of electronic program guide information to a viewer while viewing a television program, wherein the electronic program guide information is organized in various slices each containing at least a channel identifier and a program element for a given time element, and wherein the viewer selectively determines how to expand the program guide information when initially presented to the viewer in browse mode so as to present additional program guide information, the computer program product comprising:

a computer-readable medium for storing computer-executable instructions for implementing said method; and

wherein said computer-executable instructions are comprised of computer-program code means for performing the following steps:

a step for retrieving from an electronic program guide at least first slice of program guide information;

a step for displaying in browse mode the retrieved slice in a window that is simultaneously presented for viewing with a displayed television program;

in response to a viewer-activated command that is initiated, a step for adding one or more time elements that are simultaneously viewable within said browse mode window in addition to the time element for said first slice of program guide information; and

a step for selectively adding one additional slice of program guide information to said browse mode window each time a viewer-activated command is initiated, until a pre-defined number of slices is reached, and wherein

each slice of program guide information that is added is added for a particular time element so that the viewer is allowed to scroll the browse mode window on a time period-by-time period basis.

63.   (New) A method as defined in claims 61 or 62, further comprising a step for selectively removing from the browse mode window a slice of program guide information in response to a viewer-activated command.

Page 15 of 20

64.   (New) A method as defined in claims 61 or 62 wherein said electronic program guide is stored in one of a local data source and a remote data source.

65.   (New) A method as defined in claims 61 or 62 wherein said first data slice presents channel and program information for the television program being displayed to the viewer, and wherein said first data slice continues to be present in the browse mode window irrespective of other data slices added to the browser as long as the television program being displayed remains unchanged.

66.   (New) A method as defined in claims 61 or 62 wherein the data slices are displayed in numerical order based on the channel identifier of each data slice added to the browse mode window for display.

67.   (New) A method as defined in claims 61 or 62 wherein a pre-defined maximum number of data slices that can be added to the browse mode window is defined by viewer-activated input.

68.   (New) A method as defined in claims 61 or 62 wherein at least one data slice added to the browse mode window in response to a viewer-activated command is selected by performing a step for predicting that the viewer is more likely to view the program identified by that data slice than others.

69.   (New) A method as recited in claims 68, wherein the step for predicting comprises the act of:

    retrieving stored demographic information associated with the viewer;
    analyzing the stored demographic information to identify at least one type of program that a viewer is more likely to watch than other types of program; and
    based upon the identified type of program, analyzing the available programs to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

70.   (New) A method as recited in claim 68, wherein the step for predicting comprises the act of:

retrieving stored data associated with viewing preferences of the viewer;

analyzing the stored data to identify at least one type of program that a viewer is more likely to watch than other types of program; and

based upon the identified type of program, analyzing the plurality of data slices to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

71.   (New) A method as defined in claims 61 or 62 wherein said first slice of program guide information is displayed in connection with a single column headed by a given time element.

72.   (New) A method as defined in claim 71 wherein each time element that is added is formatted at the head of a separate column that is added to the browse mode window so that each additional slice of program guide information that is added is added to a column headed by a time element.